

Aurora Mobile Launches JPush HarmonyOS SDK Fully Compatible with HarmonyOS NEXT

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SHENZHEN, China, April 29, 2024 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services in China, today announced that it has officially launched JPush HarmonyOS SDK. The Company worked closely with Huawei to complete the adaptation of JPush HarmonyOS SDK to HarmonyOS NEXT, an iteration of Huawei's HarmonyOS operating system. The launch of JPush HarmonyOS SDK will provide developers with a more convenient and efficient message push solution to help them succeed in the ever-changing mobile application ecosystem.

With the rapid development of HarmonyOS, more and more developers are looking to implement message push in apps running on HarmonyOS. JPush HarmonyOS SDK is designed to meet the needs of developers for cross-device and cross-platform messaging, providing them with wider coverage and more diversified service options. Leveraging Aurora Mobile's rich experience and technology accumulation in messaging with its intelligent push notification solution JPush, developers can easily implement message push through JPush HarmonyOS SDK on various smart devices running on HarmonyOS, such as mobile phones, tablets or others, so that users can receive important information in a timely and accurate manner.

JPush HarmonyOS SDK provides easy integration, flexible target filtering, extremely fast message delivery, accurate performance analysis and other intelligent features to help developers better implement and manage the messaging process and optimize the user experience with HarmonyOS. Going forward, Aurora Mobile will work with Huawei to jointly explore more opportunities in the mobile application ecosystem.

For more information about JPush HarmonyOS SDK, please visit <https://www.jiguang.cn>.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services in China. Since its inception, Aurora Mobile has focused on providing stable and efficient messaging services to enterprises and has grown to be a leading mobile messaging service provider with its first-mover advantage. With the increasing demand for customer reach and marketing growth, Aurora Mobile has developed forward-looking solutions such as Cloud Messaging and Cloud Marketing to help enterprises achieve omnichannel customer reach and interaction, as well as artificial intelligence and big data-driven marketing technology solutions to help enterprises' digital transformation.

For more information, please visit <https://ir.jiguang.cn/>.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SAAS business model; its ability to maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

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